



## NEWS RELEASE



### CONTACT:

Beth Costiglio  
The Ad Council  
212-984-1923  
[bcostiglio@adcouncil.org](mailto:bcostiglio@adcouncil.org)

Eric Paulson  
Tracy Locke  
214-520-3590  
[eqpaulson@aol.com](mailto:eqpaulson@aol.com)

Christine Watson  
Utah Energy Office  
801-538-4792; 801 538-5428  
[christinewatson@utah.gov](mailto:christinewatson@utah.gov)

### **THE ADVERTISING COUNCIL LAUNCHES NEW NATIONAL PSA CAMPAIGN TO PROMOTE ENERGY EFFICIENCY WITH SUPPORT FROM UTAH ENERGY OFFICE**

NEW YORK, March 9, 2004 – The Advertising Council, in partnership with the Utah Energy Office and other national and local partners, announced today the launch of a national public service advertising (PSA) campaign designed to engage children and their parents in energy efficient behavior through a new spokes-villain, the Energy Hog. Created *pro bono* by ad agency Tracy Locke, the PSAs are being distributed nationwide this week. A new website created by Tribal DDB, [www.energyhog.org](http://www.energyhog.org), has also been launched.

According to U.S. National Energy Policy estimates, over the next 20 years U.S. natural gas consumption will rise by more than 50% and our country's demand for electricity will increase by 45%. By practicing simple measures of conservation and using energy more efficiently, families can build strong energy habits, save money by reducing energy bills and help their communities reduce pollution caused by our demand for energy.

According to Christine Watson, Utah Energy Office, "If each Utah household switched from regular, incandescent bulbs to a compact fluorescent light (CFL) bulb in one light fixture, together, we could save as much as \$20-30 million over the life of a CFL bulb." The Utah Energy Office, encourages media across Utah to support this campaign by running the PSAs often in an effort to effect positive change in local energy consumption.

The new campaign is sponsored by Energy Outreach Colorado and supported by the United States Department of Energy (USDOE), The Home Depot, the North American Insulation Manufacturers Association (NAIMA), the National Fuel Funds Network, the Utah Energy Office and 19 other state energy offices. The campaign includes television, radio and Internet PSAs. The new ads primarily target children between the ages of 8 and 13 because when kids are enthusiastic, they can energize their families

The PSAs introduce a dastardly new villain, the Energy Hog, a computer generated creature that appears in the homes of families that are not using energy efficiently. In all of the PSAs, children come to the rescue and get rid of the Energy Hog. The spots direct audiences to [www.energyhog.org](http://www.energyhog.org), where they can train to become Energy Hog Busters and learn fun and simple ways to use energy more efficiently.

"The new PSAs empower kids to practice good energy-saving activities with their parents in order to make their homes more energy efficient and help to make a difference in their family and community," according to Peggy Conlon, President & CEO of The Advertising Council.

– more –

“We wanted to help with this program because of Tracy Locke’s experience developing programs communicating with kids and teens,” said Bob Chimbel, president of Tracy Locke in Dallas. “The idea of energy conservation is an abstract one, so to effectively convey that saving energy is good we knew that we needed a strong symbol. So the concept of Energy Hog was developed -- this unwanted intruder in your home that you can dispose of with wise energy choices.”

“Tribal DDB was honored to be part of the team that delivered the vision of the Energy Hog online. We are extremely proud of the final result”, said Kevin Hall, Account Director at Tribal DDB. “We enjoyed a true partnership with The Ad Council and TLP as all of us rallied around a simple idea that was The Energy Hog. We can only hope that kids around the country will inspire the rest of us to be smarter and more responsible when it comes to energy consumption.”

Per the Ad Council model, the PSAs will be distributed to media outlets nationwide and will run and air in advertising time and space that is donated by the media.

### **The Utah Energy Office**

The Utah Energy Office promotes efficient use and appropriate development of energy resources in Utah. This mission is accomplished by providing the public, private industry, nonprofit organizations, and government agencies with information, objective research, technical assistance, and energy-related policy analysis, as well as access to federal and state energy programs.

### **Tribal DDB**

Tribal DDB Worldwide is a division of DDB Worldwide Communications Inc. and has grown out of the DDB network organization that evolved from interactive operations that began as early as 1994 in DDB offices around the world. Headquartered in New York City, Tribal DDB is comprised of 21 offices in 14 countries, all built on the belief that the digital age is not about technology but about insightful human connection. Tribal DDB is part of Omnicom Group Inc. (NYSE: OMC). Omnicom is a leading global marketing and corporate communications company serving clients in over 100 countries.

### **Tracy Locke**

Tracy Locke is a full-service global brand activation network with headquarters in Dallas and Wilton, Conn., as well as 31 U.S. satellite offices and more than 35 worldwide affiliate agencies. Tracy Locke maintains ongoing relationships with clients that include AOL, Frito-Lay, Grand Marnier, Harrah's Casinos, Hasbro, Pizza Hut, Pepsi-Cola Company, 7-Eleven, Quaker, Tropicana, and others. For more information, visit the company's Web site at [www.tlp.com](http://www.tlp.com).

Tracy Locke is part of Omnicom Group Inc. (NYSE: OMC). Omnicom is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, direct and promotional marketing, public relations and other specialty communications services to more than 5,000 clients in more than 100 countries.

### **The Advertising Council**

The Ad Council is a private, non-profit organization with a rich history of marshalling volunteer talent from the advertising and media industries to deliver critical messages to the American public. Having produced literally thousands of PSA campaigns addressing the most pressing social issues of the day, the Ad Council has effected, and continues to effect, tremendous positive change by raising awareness, inspiring action, and saving lives. To learn more about the Ad Council and its campaigns, visit [www.adcouncil.org](http://www.adcouncil.org).

###